

# **Business Agenda**

#### Sunday July 15, 2007

8:00 a.m.	Board busses for Tabernacle Choir	The Grand Summit
10:06	First Tee Time for Golf Outing	Park City Golf Club
10:15	Second Tee Time for Golf Outing	Park City Golf Club
11:00 a.m.	Return from Tabernacle Choir	The Grand Summit
Noon	Lunch on your own	
1:00 p.m.	Registration opens	Grand Ballroom Lobby
1:00 p.m.	Youth Hospitality Room Opens	Room TBA, Games, baking, videos, swimming
4:00 p.m.	Regional Meetings	Kokopelli Parlor III
5:00 p.m.	NAAMO Board Meeting	Kokopelli Parlor III
7:00 p.m.	NAAMO Welcoming Reception	The Flight of The Canyons gondola to the Red Pine Lodge
9:00 p.m.	Hospitality Room Opens	Room TBA



# **Business Agenda**

## Monday July 16, 2007

7:00 a.m.	Breakfast buffet	Parlor III of the Kokopelli Grand Ballroom
8:30 a.m.	Welcome	Tom Slade, NAAMO President
8:45 a.m.	Roll Call of States and Provinces	UDAF Commissioner Leonard Blackham NAAMO
9:00 a.m.	Overview of conference	Richard Sparks
9:15 a.m.	Building a successful community marketing program	Steve Reich, Community Marketing Director, Associated Food Stores, Inc.
9:45 a.m.	Mass media as part of a successful marketing program	Debbie Costanzo, Account Manager FM100, Shannon Roberts, Account Manager KSL TV 5
10:30 a.m.	Break	
11:15 a.m.	Regional marketing	Steve DeJohn, Lehi Roller Mills
Noon	Buffet lunch	Parlor III of the Kokopelli Grand Ballroom
1:30 p.m.	How to measure the effectiveness of your marketing program	Steve Reich, Debbie Costanzo, Shannon Roberts, Steve DeJohn
2:00 p.m.	Farmers Market Consortium	Team Leader, Farmers Markets Operations and Facility Design, Marketing Services Branch, AMS
2:45 p.m.	NASDA Update	Jennifer Yezak, NASDA
3:00 p.m.	Break	
3:15 p.m.	Food products traceability	DeeVon Bailey, Utah State University
4:00 p.m.	International organic marketing challenges	Seth Winterton, Deputy Director, UDAF President National Association of State Organic Programs
5:00 p.m.	Adjourn for the day	





#### Tour

#### Tuesday July 17, 2007

7:00 a.m. Breakfast buffet

8:30 a.m. Board buses at The Canyons

8:30 a.m. – 9:30 a.m. Travel to Thanksgiving Point in Lehi, Utah

9:30 a.m. - 10:30 a.m. Tour Corn Maze at Thanksgiving Point

10:30 a.m. – 10:45 a.m. Travel to Lehi

10:45 a.m. – 11:30 a.m. Tour Lehi Roller Mills

11:30 p.m. 12:30 p.m. Travel to Mona, Utah

12:30 p.m. 3: 15 Lunch and Farm Tour at Young Living Farms

3:15 p.m. – 3:30 p.m. Travel to Santaquin, Utah

3:30 p.m. – 4:30 p.m. Presentation at Red Barn by South Ridge Farms and Payson Fruit Growers

3:30 p.m. – 5:30 p.m. Return to The Canyons through Provo Canyon

5:30 p.m. Arrive at The Canyons for dinner on your own



### **Business Agenda**

Wednesday July 18, 2007

7:00 a.m. Breakfast buffet Parlor III of the Kokopelli Grand Ballroom

8:30 a.m. Keynote address Lew Cramer, President, World Trade Center Utah

9:15 a.m. Federal Partners Update

George Shaw Director General of International Markets Bureau, Agriculture

and Agri-Food Canada, the Next Generation of Agriculture

and Agri-food Policy

Terry Long Chief, Market News, Fruit & Vegetable Programs, USDA,

AMS

Marshall Dantzler Deputy Administrator for Field Operations, USDA, NASS

Janise Zygmont Staff Officer, Federal-State Marketing Improvement Program,

USDA, AMS, TMP

Trista Etzig Project Manager, USDA - AMS

10:15 a.m. Break

10:30 a.m. NAAMO Business Meeting

Noon Time on your own with family

**Breakout Sessions** 

1:30 p.m. MarketMaker Workshop Richard and Darlene Knipe, University of Illinois Extension

1:30 p.m. Specialty Crop Grant Trista Etzig, Project Manager, Agricultural Marketing

Writing Workshop Service, Fruit and Vegetable Programs